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1. (currently amended) An interactive television (ITV), comprising:
 - a housing;
 - a television tuner in the housing;
 - a microprocessor associated with the tuner;
 - a user input device communicating with the microprocessor;
 - a memory system communicating with the microprocessor, the memory system storing user data and virtual channels, the user data being at least partially based on signals received from the user input device; and
 - a computer communication device connected to the microprocessor and to a computer network,
the one virtual channels in the memory system being updated in accordance with data received from the communication device, the virtual channels being established at least partially based on the user data, wherein in the event of an update, only updated portions of a Web page corresponding to the virtual channel are downloaded.
2. (canceled).
3. (original) The ITV of Claim 1, wherein the virtual channels are Web pages.
4. (original) The ITV of Claim 1, wherein the microprocessor is in the housing or in a set-top box separate from the housing.
5. (original) The ITV of Claim 4, further comprising a data bus communicating with the microprocessor, memory system, and TV tuner, the microprocessor correlating channel numbers with virtual channels.

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6. (original) The ITV of Claim 1, further comprising an electronic channel guide displayed on the ITV, the virtual channels being listed by channel number and by name on the electronic channel guide.
7. (currently amended) An interactive television (ITV), comprising:
 - a housing;
 - a television tuner in the housing;
 - a microprocessor;
 - a user input device communicating with the microprocessor; and
 - a memory system communicating with the microprocessor, the memory system storing user data, the user data being at least partially based on signals received from the user input device, wherein the memory system further stores virtual channels displayable on the ITV, and the microprocessor accesses the memory system to display a virtual channel in response to user input, a consumer profile being used to tailor virtual channels.
8. (original) The ITV of Claim 7, further comprising a computer communication device connected to the microprocessor and to a computer network, the virtual channels in the memory system being updated in accordance with data received from the communication device.
9. (original) The ITV of Claim 8, wherein the computer communication device is a modem.
10. (original) The ITV of Claim 9, wherein the virtual channels are Web-based channels.
11. (original) The ITV of Claim 10, wherein the virtual channels are Web pages.
12. (original) The ITV of Claim 11, wherein the microprocessor is in the housing or in a set-top box separate from the housing.

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13. (original) The ITV of Claim 12, further comprising a data bus communicating with the microprocessor, memory system, and TV tuner, the microprocessor correlating channel numbers with virtual channels.

14. (original) The ITV of Claim 13, further comprising an electronic channel guide displayed on the ITV, the virtual channels being listed by channel number and by name on the electronic channel guide.

15. (currently amended) An interactive television (ITV), comprising:
a housing;
a television tuner in the housing;
a microprocessor;
a user input device communicating with the microprocessor;
a memory system communicating with the microprocessor, the memory system storing virtual channels; and

a computer communication device connected to the microprocessor and to a computer network, wherein the microprocessor, responsive to update information from a Web server associated with at least one virtual channel in the memory system, determines whether the memory system stores a latest version of the virtual channel and if so causes at least updated portions of a Web page associated with the virtual channel automatically to be downloaded, the identity of the virtual channels being established based at least in part on user profile information received from a user.

16. (original) The ITV of Claim 15, wherein the microprocessor accesses the memory system to display a virtual channel in response to user input.

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17. (original) The ITV of Claim 15, wherein the memory system stores user data, the user data being at least partially based on signals received from the user input device.
18. (original) The ITV of Claim 15, wherein the computer communication device is a modem.
19. (original) The ITV of Claim 15, wherein the virtual channels are Web-based channels.
20. (original) The ITV of Claim 19, wherein the virtual channels are Web pages.
21. (original) The ITV of Claim 15, further comprising a data bus communicating with the microprocessor, memory system, and TV tuner, the microprocessor correlating channel numbers with virtual channels.
22. (original) The ITV of Claim 15, further comprising an electronic channel guide displayed on the ITV, the virtual channels being listed by channel number and by name on the electronic channel guide.

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